

June 1960  
MEXICO/this month

*in this issue: roads, mines and gem hunting.*

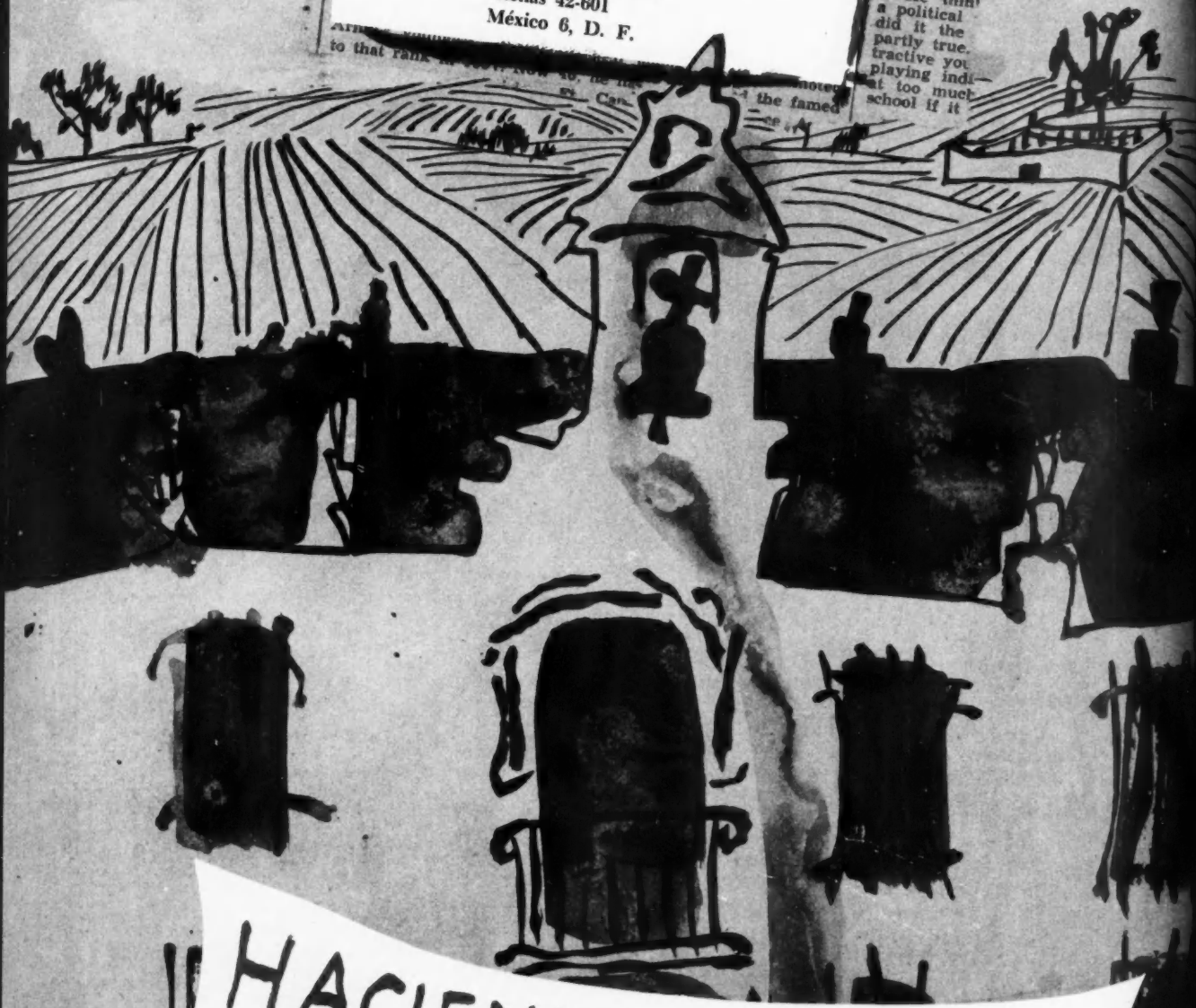
# MEXICO/this month



25¢ U.S.  
3<sup>00</sup>/<sub>pesas</sub> MEX.

HERE IS AN AUTHENTIC COLONIAL PALACE for sale, a country residence near both railroad and highway on a knoll overlooking the fertile, sweet valley of Durango. Constructed by the conquistadors of California as a summer residence at the beginning of the 17th century, the property includes a surrounding farm of 100 irrigated hectares (250 acres), as well as woodlands and other properties for dryland farming. The entire property has clear title, guaranteed by the Mexican Government against expropriation. Write to us for photographs, information about original titles of ownership, and other documentation.

Dept. EG  
Mexico/This Month  
Atenas 42-601  
México 6, D. F.



HACIENDA FOR SALE

## OF SPECIAL INTEREST

# Preview

## WHAT TO SEE, WHERE TO GO IN

JUNE

### IN THIS ISSUE WE ARE FEATURING

Goitia's Funeral — 10  
The Mines of Mexico — 12  
Gem Stones — 16  
Auto Travel — 17  
Theater — 19  
Painters — 20

### As Well As

Acapulco — 5  
From Our Readers — 6  
Person to Person — 7  
Stepping Out — 25



### JUNE climate

	Temp. (F)	Rain (Inches)
Acapulco	83	17.2
Cuernavaca	70	7.8
Guadalajara	71	7.6
Guanajuato	68	5.4
Merida	81	5.9
Mexico, D. F.	63	4.2
Monterrey	81	3.3
Oaxaca	71	4.9
Puebla	64	6.2
Taxco	72	10.7
Tehuantepec	72	6.5
Veracruz	81	10.7

## FIESTAS AND SPECTACLES

**Nogales, Veracruz, June 1-30.**— A whole month of fiesta, honoring the town's patron saint. Things are liveliest on weekends.

**Rio Verde, San Luis Potosi, June 10-18.**— Annual fair commemorating the construction of the village church in 1896. An old-time country fair, Mexican style, with native dances, pastoral plays, cockfights, horseraces, and exhibits of local agricultural and craft products.

**St. Anthony's Day, June 13.**— Out of the many fiestas held on this day, the most interesting are in Calpulalpan, Tlaxcala (June 10-20); Chilpancingo, Guerrero; La Grandeza, Chiapas; Mexicali, Baja California; Casas Grandes, Chihuahua; San Antonio Tecámitl, D. F.; Ejutla, Jalisco; Teoloyucan, Mexico; Carapan, Michoacán; San Antonio Nahuatlapam, Oaxaca; Culiacán, Sinaloa; Cardenas, Tabasco; Tekit, Yucatan; San Pedro Piedra Gorda, Zacatecas, and Huixquilucan, just west of Mexico City.

**Camargo, Tamaulipas, June 16.**— Commemoration of the historic Battle of Santa Gertrudis. Picnics, sports, and civic events on the scene of the event, some 12 kilometers from town.

**St. John the Baptist's Day, June 25.**— The big festival of the month, celebrated ex-

tensively throughout Mexico. Of particular interest are those held in:

**Guanajuato, Gto., June 23-27.**— The traditional Fiesta de San Juan has a special appeal because of the old-world character of this quaint Colonial City. Theatrical productions, open-air concerts, dances, fancy-dress serenades, etc., beginning on the eve, are climaxed by mañanitas at the Dam of de La Olla.

**Navajoa, Sonora, June 25.**— This is Yaqui territory, and the folklore festival includes all the outstanding regional and allegorical dances, such as El Venado, Las áscaras, Los Matachines, and, most unusual of all, the famous Yaqui Deer Dance.

**Fresnillo, Zacatecas, June 25.**— Traditional fiesta of St. John, with regional dances and much merry making in this important mining center.

**Anthony's Day, June 13.**— Celebrated throughout Mexico, especially in places where St. Anthony is patron saint. Sometimes festivities last as long as ten days. Neighboring villages often bring wares to the markets, and there is a good chance of seeing many popular dances, such as the Dance of the Moors and Christians, in local church parties.

**San Christl Day, June 16.**— Children throughout Mexico celebrate this feast in native costumes, bringing symbolic first fruits to be blessed by the parish priest. Toy sheep, stuffed with marionettes and dolls are sold in the churchyards. Mexico's famed flying dancers, the Voladores, perform their incredible feats at Papantla, Veracruz.

**St. John the Baptist Day, June 25.**— Also called "Bath Day," since this is when, half in fun and half in earnest, everybody takes a ritual bath. Women often chop off the tips of their hair, in rather jolly mortification for the part which another woman, named Salome, played the night St. John lost his head at Herod's court. Public baths are festooned with streamers and the dancers favored with gifts of soap, perfume, sponges, and delectable little pears called "Peras de San Juan." Most locales go all the way, with holiday winnings—rajes, highlights, fireworks, etc.—and in many places aquatic sports, and contests are especially featured. There are at least 42 fiestas on this day, thrown by towns that have San Juan in their name (there are 9 in Oaxaca alone!) or whose patron saint is it.

**Peter's Day, June 29.**— This is the third important saint who is honored in June. There are fiestas in almost all towns with Peter or Pablo (Peter or Paul) in their names.



**San American Festival of Music.**— On June 20 the festival gets underway with a special concert of Mexican music by the National Symphony Orchestra.

## GALERIA TUSO

HAMBURGO 68 (pasaje) Tel. 25-21-02

### ARTE CONTEMPORANEO

Exposition of the Month features

*José Luis Toledo*

Tehuantepec, Oaxaca, June 23-30. — Held in parishes of Guichivere and Vishana. On the evening of the 23rd, the women of Guichivere, led by the church's sacristan, parade to the Palo Grande, a huge tree on the outskirts of the town, to receive flowers brought from the neighboring village of chiguirri. Later there are flower fights, processions of garlanded carts drawn by oxen, and dances in the night. On the 25th fireworks and more dancing. On the 26th & 27th they dance the regional dance of "The Old Women". On the 28th it is the turn of Vishana to duplicate these events.

Museo de la Charrería. — (Cata Chata, Tlal. On the 24th, bullfights, fireworks and dances. A solemn high mass at 11 p.m. climaxes the fiesta.

Villa De Seris, Sonora, June 25. — Horseraces, catraces and sackraces are among the spectacles. Ribbons are drawn from a pot, and those that match the ones worn by the town belles allow the lucky to dances all night with their "godmothers".

Puebla, Pue., June 25. — This is one of the liveliest of the many fiestas, with decorated public baths, gifts and gaiety.

Mexicali, Baja California, June 27. — Religious celebration honoring the Virgin of Perpetual Help.

St. Peter's Day, June 29. — Among the most colorful celebrations on this day are

San Pedro Actopan. A country fair high up on the ridge above Xochimilco and the Valley of Mexico. The dance of the pastores is performed here, as well as the spangled Dance of the Moors and the Christians.

San Pedro Tlaquepaque, Jalisco. Native dances, cockfights, fireworks, etc. During the paseo in the plaza, each swain offer a bouquet to the maid of his choice. If she accepts it, she allows him to walk with her.

Allende, Nuevo León. Festivities last three days, during which there are horseraces, jaripeos, verbenas and dances, the most popular being Los Matachines.

## ART

Famous Mexican Artists. — Permanent exhibit of works by such renowned painters as Rivera, Dr. Atl, Siqueiros, and Tamayo. Misrahi's Centro de Arte Moderno (Juárez 4).

Garden of Art. — Every Sunday from 9 a.m. to 4 p.m. the artists display their works in the Jardin del Arte in Sullivan Park (back of the Monumento a la Madre).

Colonial Art. — Permanent exhibit of the San Carlos Academy, including Mexican painters of the 17th and 18th centuries, as well as earlier European works. (Academia 22).

Orozco. — A permanent display of works by Jose Clemente Orozco, plus occasional extra exhibits by other artist. Galeria Orozco (Hamburgo 113).

Modern Sculpture and Paintings. — An exhibit of contemporary art, featuring Fernando Belain, Jose Bartoli, Arnold Belkin, Alberto Gironella, Elvira Gascon, Francisco de Icaza, Juliette La Chaume, Xavier de Otayza, Felipe Orlando, Vicente Castilla Oramas, Geles Cabrera, Sacram and Toledo. From June 11 to July 11 paintings by Pedro Coronel will be especially featured. Galeria Tusó (Hamburgo 68).

Photographic Art. — Mexico's finest photographers display their works on the ground floor of the Photographic Club of Mexico (San Juan de Letran 80).



## THE NATIONAL INSTITUTE OF FINE ARTS

with the cooperation of Mexican  
Association of Travel Agencies

PRESENTS

### BALLET FOLKLORICO DE MEXICO

-Mexico through its music and dances-

Every Sunday at 9.30 A.M.  
at the Palace of Fine Arts

The Glass Curtain made by Tiffany will be shown.

Tickets with your travel agency or with  
the Mexican Assn. of Travel Agencies at  
Antonio Caso 61 Teleph. 46-79-36 from  
monday through saturday. Sundays  
at the National Palace of Fine Arts.



Artes  
de  
Mexico

This summer invites you to:

- Discover the unusual and fantastic in Indian arts--
- Take home original gold leaf and colonial furniture.
- Send original decorative accessories.

We ship wholesale and retail  
anywhere in the world.

Catalogue on request.

Amberes 61-A Tel. 28-90-16

Summer Special -- Handcrafted  
pottery.



**Photographic Art.** — From 16 through July 5 the works of Tomas Moreno, well known Mexican photographer, will be exhibited in the Salon of the Mexican-North American Cultural Institute (Hamburg 115).

**Exhibition & Auction.** — Works by 40 prominent Mexican painters will be displayed and then auctioned for benefit of crippled children. Organized by Sr. Glantz, in conjunction with the Sociedad Antipoliomielitis, the exhibit and auction will be held in the Galería Glantz (Genova 70).

**Modern Art.** — An exhibition of four outstanding young Mexican artists has been held over another month by the Salon del Carmel-Art (in the Restaurante Carmel, Genova 70 A).

**Duran Vazquez, Alfonso.** — Oils by this Yucatecan painter will be presented by the Galería Diana (Paseo de la Reforma 489).

**Water Colors.** — The Fourth Annual Salon of Acuarela is being presented by the Instituto de Arte de Mexico (Puebla 141).

**Chavez Morado, Jose.** — Oils by this painter may be seen at the Galería de Arte Mexicano (Milan 18).

**Plastic Art.** — An exposition of oils by Nicolas Moreno and presentation of collective works, "Mexican Plastic Art from 1935 to 1945", is being featured this month by the Salon de la Plástica Mexicana (Puebla 154).

**Contemporary Painters.** — A collective exposition of various modern artists continues to be shown through June at the Galerías Pemex (Av. Juárez 89).

**Archaeologist.** — Sketches by Jose Maria Velasco, archaeologist, is an exhibit at the Galerías Chapultepec (beside the Monumento a los Heroes in Chapultepec Park), in collaboration with the Instituto Nacional de Antropología e Historia. There is also an exposition of works by young painters.

## MUSEUMS

**Museo Nacional de Antropología.** — (Calle de la Moneda 13, around corner from National Palace). Pre-Hispanic art, featuring such interesting pieces as the Aztec Calendar, the Tizac sacrificial stone, and the Palenque Cross.

**Museo Nacional de Artes e Industrias.** — (Av. Juárez 44). Colorful native arts and crafts from all over Mexico. Combination museum and store.

**Museo Historico de Churubusco.** — (near the Calzada de Tlalpan in Churubusco). A beautifully restored ex-convent, which now houses historical objects from the War of 1847 and features on its grounds and exhibition devoted to the History of Transportation in Mexico.

**Museo Etnologico de Figuras de Cera.** — (Calle del Seminario & Guatemala). Wax museum featuring famous scenes and characters from Mexican history.

**Museo Juarez.** — (National Palace). Exposition devoted to Mexico's Abraham Lincoln, Benito Juárez, including exact reproductions his bedroom and office.

**Museo Colonial del Carmen.** — (Alvaro Obregón in the Villa de San Angel). A Carmelita convent of the 17th century, beautifully and authentically restored.

**Museo Frida Kahlo.** — (Calle Londres, 127, Coyoacán). This former home of Mexico's outstanding woman artist and her equally famous husband, Diego Rivera, has been converted into a charming museum. Many of the rooms are preserved as they were during the lifetime of the couple, and there are exhibits of some of their works, as well as an interesting idol collection.

**Museo Nacional de Historia.** — (Chapultepec Castle). Interesting relics from Mexico's history, particularly featuring personal belongings and living quarters of Maximilian and Carlota.

**Religious Art.** — Treasures from the main Cathedral of Mexico City, as well other historical churches of the country. Museo de Arte Religioso (Guatemala 17).

**Museo de la Flora y Fauna.** — (In Chapultepec Park). Interesting examples of the flower and plant life in Mexico.

**National Art Museum.** — Some salons change exhibits frequently, others are permanent. Of special interest:

2nd floor — Murals by Tamayo; Sala Diego Rivera; Sala de la Amistad Internacional (usually features a foreign artist).

3rd floor — Murals by Orozco, Rivera, Siqueiros, & Tamayo; Landscapes by Jose Maria Velasco; a Salon devoted to contemporary painters another with works by Jose Guadalupe Posada & Joaquin Clausell;

4th floor — Salon Nacional de Grabado (engravings). Museo Nacional de Artes Plasticas (Palacio de Bellas Artes).

## MUSIC

**Andres Segovia.** — This world-famous guitarist in two concerts, June 7 & 10 at 9 p.m., in Palacio de Bellas Artes.

**Conciertos de la Juventud.** — A second series of Youth Concerts will be held in the Sala Ponce of the Palacio de Bellas Artes, every Wednesday at 9 p.m.

**Stan Kenton.** — A Symphonic Concert by Stan Kenton is being planned for the first half of June in the National Auditorium (tel. 20-90-10). As MTM goes to press, date



# Sanborns

People in the know...

Go to SANBORNS.

Food for the most discerning

-excellent service-

in a distinctive

setting...

there's always a

SANBORNS

near you:

- ★ Madero 4.
- ★ Reforma 45.
- ★ Del Prado Arcade.
- ★ Salamanca 74.
- ★ Niza

The House of Good Taste.

# Sanborns

REFORMA 45 SALAMANCA 74

MADERO 4

DEL PRADO  
ARCADE

still not set, so please check Auditorium or newspapers for further details.

**Piano Course.** — Maestro Bernard Flavigny continues to offer his "Curso de Perfeccionamiento Pianístico" every Monday, Wednesday and Friday night in the Sala Ponce of the Palacio de Bellas Artes.

**Guadalajara Symphony.** — This superior Mexican orchestra, now on tour, will play in Mexico City June 28 at the Palacio de Bellas Artes, 9 p.m.

**Pan-American Festival of Music.** — On June 30 the festival gets underway with the National Symphony Orchestra of Mexico presenting a program devoted entirely to Mexican composers. Palacio de Bellas Artes, 9 p.m.

**Opera.** — The International Opera Season opens June 2 in the Palacio de Bellas Artes at 9 p.m. other performances during the month will be on June 9, 16 & 23. Please check newspapers or box-office for latest details.

## DANCE

**Ballet Folklorico de Mexico.** — This outstanding group continues to offer authentic ancient and regional folk dances every Sunday morning in the Palacio de Bellas Artes at 9:30 a.m. The famous Tiffany Glass Curtain is used during these performances.

**Native Dances.** — Typical Mexican dances in costume with native music. Every Friday night, Hotel Vasco de Quiroga, 8:30 p.m.

**Ballet Georgiano.** — On June 3, 4 & 6 at 9 p.m. and on June 5 at 6 & 9 p.m. this well known ballet group will be presented in the Sala de Espectaculos at the Palacio de Bellas Artes.



## MUSICALS

**Brigadoon.** — This charming music drama, translated to Spanish by Salvador Novo and Bertha Maldonado, continues its run, featuring Hugo Avendaño, Graciela Garza, Miguel Suarez, Teresa Grobois, Carlos Nieto, ballet and chorus. Maria Ruiz Armengol is Musical Director. Teatro del Bosque, behind the National Auditorium, tel. 20-43-32. Nightly 7:15 & 10; Sundays 5 & 9 p.m. Closed on Mondays.

## THEATRE

**La Ratonera.** — Mystery comedy by Agatha Christie. Luis Jimeno both directs and performs in the work, along with Micaela Castejón, Virginia Gutierrez, Rafael Llamas and Graciela Doring. Teatro Milan (Lucerna y Milan, tel. 46-21-46). Nightly 7:30 & 9:45; Sundays 5 & 8 p.m. Closed Mondays.

**Melocoton en Almibar.** — Light comedy by Spanish playwright Miguel de Mihura. Directed by Manola Fabregas, it stars Amparo Rivelles, Doña Prudencia Grifell, Carmen Salas, Jorge del Campo and Jorge Beyrute. Sala Chapin (Insurgentes & Puebla, tel. 11-38-17). Nightly 7:15 & 9:45; Sundays 5 & 8 p.m. Closed Mondays.

**Dialogo de Carmelitas.** — Religious drama by the Italian Bernanos. Stars Marilu Elizaga, Carmen Molina, Luz Maria Aguilar, Hortensia Santoveña and a large cast. Directed by Jose de J. Aceves. Palacio de Bellas Artes (Av. Juarez & San Juan de Letran, tel. 18-01-80). Nightly 8:30; Sundays 5 & 8 p.m. No performance Fridays.

**A Media Luz los Tres.** — Comedy by Miguel de Mihura, featuring Enrique Rambal, who also directs, Lucy Gallardo, and Miguel Corcega. Teatro del Musica (Monumento de la Revolucion & Vallarta, tel. 46-81-50). Nightly 7:30 & 9:45; Sundays 5 & 8 p.m.

**Viva la Paz.** — Debut of a new Mexican comedy by Alfonso Anaya, starring Marina Camacho, Fanny Shiller, Jesus Salinas and Malena Doria. Directed by Luis Alberto Montes. Teatro Ariel (Cozumel 35, tel. 35-39-40). Nightly 8:30; Saturdays 7:15 & 9:45; Sundays 5 & 8 p.m. Closed Mondays.

**Los Cuervos Están de Luto.** — Debut of a typically Mexican satirical comedy, by young playwright Hugo Arguelles. Presented by Fernando Fernández and directed by Virgilio Mariel, the work stars Carmen Montejo, Alicia Montoya, Héctor Gómez, and Eric del Castillo. Teatro Jorge Negrete (Artés & Altamirano, tel. 16-51-38). Nightly 8:30; Saturdays 7:15 & 9:45; Sundays 5:00 & 8:00. Closed Mondays.

**El Viaje.** — Herbert Cobey's play presented in-the-round. This modern version of the Greek tragedy of Clitemnestra is directed by Xavier Rojas and features Maria Teresa Rivas and Eduardo Fajardo. Teatro El Grano (Behind National Auditorium, tel. 20-43-31).

**Los Millones de Marco Polo.** — O'Neill's poetic drama presented by Mexico's Instituto del Seguro Social, directed by Ignacio Retes. The cast includes José Gálvez, Ana Berta Lepe and José Elias Morena. Teatro Xola. Nightly 8:30; Saturdays 7:15 & 9:45; Sundays 5:00 & 8:00.

## miscellaneous

**Lectures on Mexico.** — At 9 a.m. on June 28, 29, and 30, the Mexican-North American Cultural Institute (Hamburgo 115) will offer a series of three lectures on "The Visitor in Mexico," "Comparative Cultures of the U.S.A. and Mexico," and "Geography and Resources of Mexico" respectively, featuring outstanding authorities on Mexican culture as speakers.

**Excursions.** — One-day excursions to Puebla, on June 12, and Oaxtepec, Hidalgo, on June 26, are planned by the Mexican-North American Institute. The bus leaves at 7:00 a.m. Those wishing to buy tickets should contact the Dept. of Activities one week in advance from date of excursion.

## OF SPECIAL INTEREST IN COMING MONTHS

**July 4.** — The American Colony celebrates with picnics, sports, speeches, etc. at the American School, and usually there is open house at the U.S. Embassy.

**Ballet.** — Amalia Hernández's Ballet Folklórico de Bellas Artes will continue to offer performances every Sunday morning during the summer months. August will also see other outstanding ballet presentations at the Palacio de Bellas Artes: the Yugoslavian Ballet Company and concerts by Dayde and Renault, stars of the Grand Opera Ballet of Paris. In September the Bellas Artes Ballet Co. opens its formal season, and the Hindu Ballet Group pays Mexico a visit.

**St. James' Day.** — Major fiesta day, celebrated nationwide on July 25. Santiago is the patron saint of horsemen, since he is usually always portrayed on horseback.

**Lunes de Cerro.** — On a Monday late in July, Oaxaca holds an especially exciting fiesta. Each of the state's seven regions presents its indigenous dances with authentic costumes and music.

**Popular Fair.** — A big scale fair during the first half of August in San Juan de los Lagos, Jalisco, with lots of charro events, horse races, bullfights, jaripeos and cock-fights.

**150 Anniversary of Mexican Independence.** — Big celebrations are planned for September, which will mark 150 years of independence for Mexico.

**Painting and Engraving.** — The Second Inter-american Bienal de Pintura y Grabado will be celebrated in the Palacio de Bellas Artes and all Art Galleries of the I.N.B.A.

# this month IN ACAPULCO

by Carol Miller

June is not only the month of brides, it is also, by virtue of the same reasoning, the month of honeymooners. Acapulco is an ideal honeymoon headquarters, more so at this time of year due to off-season rates. The tariffs are down, as we have emphasized before. This department has investigated the resort facilities in other tropical ports, and has come up with the opinion that the hotels, recreational facilities, shopping, and above all, the rates, in Acapulco, still cannot be bettered. The only thing we haven't got

is gambling but you can always play the lottery or bet on jai alai

Rates will be 25% below the so-called on-season throughout the summer, as an added enducement to enjoy sailfish tournaments, yacht races, skin diving, and, of course, summer school. Summer sessions include the regular academic program and an Acapulco Art School. These are separate institutions and should not be confused. The confusion comes later, as students are torn between the urge for things onward and upward and the even stronger instinct back to our early beginnings. The sand, sun, and surf exude an irresistible allure.

A big boost in tourist travel from California and the West Coast will no doubt follow on the heels of the regular cruises now being scheduled by a new line servicing Los Angeles and Acapulco. Twice a month cruises, on vessels with a capacity for 330 passengers will inaugurate a trend that will later on encompass similar sea travel, this time from Argentina and Chile, toward our own Pacific playground.

Everyone loves to send, and receive, picture post cards. Acapulco lends itself delightfully to this tourist's affliction, but we urge the addict to mail them inside a regular letter; or at least send them air mail. Without these precautions the post cards arrive long after the sender has returned home.

**hotel**  
**playa hermosa**

**fracc. hornos - acapulco**  
**tel. 16-02**

**A garden spot 100 yards**  
**from Karabali Beach**  
**and beautiful Acapulco**  
**Continental Plan Bay**  
**16 rooms**

**Acapulco, Gro.**

## summer session 1960 ACAPULCO ART SCHOOL

ROOM, BOARD & TUITION \$300 U.S.  
MONTHLY

Write for further details:  
**MARTIN P. STRAUSS, DIRECTOR**  
**ACAPULCO ART SCHOOL**  
**EL MIRADOR HOTEL**  
**ACAPULCO, GRO. MEXICO**



**ACAPULCO**  
*Las Hamacas*  
**MOTOR HOTEL**  
**AAA**  
Air Conditioned

**MOTEL**  
**ACAPULCO**  
THE FIRST AND BEST

Purified Water Swimming Pool  
65 Rooms  
65 Baths  
10 Kitchensettes  
Restaurant and Bar  
(On the Ocean) Bar 269 Tel. 40-200

THE MOST BEAUTIFUL SPOT UNDER THE SUN.

## HOTEL CALETA ... ACAPULCO

The sea at your feet ...

300 Suites



Internacional  
Cuisine

Reservations in Mexico: Balderas 36-6 Mexico 1, D. F. Telephones: 21-08-69 21-80-98  
Request Illustrated Brochure from our U.S. Representatives: William P. Wolfe Organization  
On the West Coast: George Smith  
OR. SEE YOUR TRAVEL AGENT

# From our readers

## IAY CHIHUAHUA!

"...Stop Kirk Douglas from featuring himself as the Aztec king, Moctezuma. Mexico has been plagued thru the centuries by conquerors in search of riches, ravaged by the church, foreign capital, pirates and dictators, now Kirk Douglas! Why must our poor school children, our new generation, the hope of the world grow up with the impression that Lief Erickson, Van Gogh, and now Moctezuma had the remotest resemblance to Kirk Douglas? Our age is sick!"

R. W. Fisher.

Beverly Hills, California.

*Oi, is our age sick! As noted in Royas great drama, Celestina, "Todo lo puede el dinero. Las penas quebranta. Los rios pase en seco. No haya lugar tan alto que un asno cargado de oro no lo suba". (Money can do everthing. It splits the hardes rocks. Lets you cross the rivers, without wetting your feet. There is no place so high that an ass loaded with gold cannot reach).*

Editor.

## BOUQUETS

"...Let me congratulate you on your excellent magazine. It is an attribute to the beauty of Mexico. I tell all I meet not to miss it. I am a dealer in Mexican crafts, and would like to hear from people who make jewelry, leather, and other crafts. Will you please print this in your "From our readers" page. In deepest appreciation .

Paul Browne  
590 River Dr.  
Passaic, New Jersey.

## BOOTS

"...The February, 1960 issue and the August, 1959 carried photos of Lowell Weeks with no by-line. Aug. p. 9; Feb. p. 18 (full page), p. 19 top of page, p. 20—roof weaver.

We think the magazine gets better with each issue, and are amazed at the reproductions, articles, and covers. Long live Mexico This Month!!!"

Cariñosamente,  
Dorothy Weeks  
Long Beach, California.

*Sorry, but the pictures were not able to be clearly identified. Thank you for the kudos. And may we look forward to more of Lowell Weeks photography, conceded to be perceptive and of a superior quality.*

Editor.

## iCARAMBAS!

"...With due deference and humble submission I beg to say the following few lines with an earnest hope that my prayer may meet your kind consideration. I beseech you to deprive my letter from seeing your waste paper basket. I am an Indian girl student and reading in Class XI. I want pen-friends almost in every country for correspondence. The following portion may kindly be published with some Addendum or Corrigendum, if any".

Miss Madhabi Rani Cas, C/O, Tarun Kumar Das,  
Qr. No. IV-50, (Delta Colony, Bara-munda),  
P. O. Bhubaneswar-3. Dist. Puri, (Orissa), India.

*As noted by the New York City Post Offices Neither rain, hail, snow, sleet, nor gloom of night shall stay these couriers from the swift completion of their appointed rounds. Adedum, corrigendum, editorium.*

Editor.

Vol. VI. No. 6. June, 1960

## MEXICO/this month

EDITOR: Anita Brenner.

EDITORIAL ASSOCIATES: Margaret Medina, Eliot Gibbons, Barbara de Z. Palmer, Maria Elena Martinez Tamayo, Elsa Larralde, Donald Demerest, Toss Olson, Lorena Dureau, Patricia Ross.

ART: Vlady, Pedro Friedeberg.

SALES AND CIRCULATION: Eleanor Perkins de Braceda.

ADVERTISING AND PUBLIC RELATIONS: Carol Miller, Jorge Carrillo, Antonio Menendez.

### BOARD OF ADVISERS

Chairman: Federico Bach

Francisco Ahumada, Col. Pedro Chapa, William A. Denker, Guillermo Guajardo Davis, George E. Kohn, Robert W. LaMontagne, G. W. B. Manning, Russell F. Moody, Kelso Peck, Lic. Eduardo Prieto López, William B. Richardson, Antonio Ruiz Galindo Sr., Federico Sánchez Fogarty, McNeil Stringer, Sra. Herlinda T. de Sáenz.

PUBLISHER: Gráfica de México, S. A., Atenas 42-601.

PRINTER: Litógrafos Unidos, Marcos Carrillo No. 159, México, D. F.

SUBSCRIPTIONS: One Year \$3.00, 37.50 pesos

### ADDRESS:

Calle Atenas 42-601 Ph. 46-76-85

Autorizado como correspondencia de segunda clase en la Administración de Correos No. 1, México, D. F., el 2 de agosto de 1955. Porte pagado

Our Cover: Vlady sees June rains staying mainly in the plains, and everywhere else in Mexico.



This little hook (M T M's sign), swiped from the Aztec codices, means words, music, wind and waves.



# person to person

**W**e have just been told by an advertising acquaintance that one of the U.S.' fastest growing magazines has given up its slogan of "Togetherness" in favor of "Use-Tested". We have been admirers of that magazine for the past several months, but we are now downright sympathetic: we, too, are use tested. We, too, find togetherness a rather difficult thing to practice. As a matter of fact, and setting aside our quite serious philosophy that people ought to get together, we appear somewhere around the first of each month not so much as a result of togetherness as in spite of apartness.

At one time we thought we had practiced just about as much togetherness as was possible. We began publication with an idea, a hope, a plan—just

the magazines, or other minor differences would come up, such as when text would come apart from the pages, or photos which had been set apart for publication got set too far apart. And of course, there have been two chairs, one desk, and several parts of typewriters that have come apart.

Last month, however, we reached what we at least at this point consider the ultimate in Apartness.

Mexico This Month has had meetings, staff, paper, three kinds of technical alliances, ads sold, and even a bank account—everything, in fact, apart from an editor.

We knew that Anita Brenner had a special fondness for her tierra, we knew the San Marcos Fair was coming, and we were none too far from when she would come in from Aguascalientes by

We dispatched a girl runner, first making sure she didn't know how to file. We began to make feverish marks with blue pencils on copy, and to send material to the printer. The girl runner returned, having gone to San Luis Potosí instead of to Aguascalientes. She told us that for sure Anita Brenner was not in San Luis Potosí.

We distributed Stanford-Binet and Rohrschach tests among staff members and dispatched the winner, having first bought him a round trip ticket to Aguascalientes, doubly checked, and escorted him to the right bus. We sat down, marked photos for size, and waited.

While we were waiting, along came a situation of Urgency, Top Policy Decision, Authoritative Answer—an editorial situation, in other words,

about everything needed for a magazine apart from capital. But since the idea belonged to the mind of a woman who knows how to go about turning hopes and plans into things, we began to be a magazine, with a printer and a distributor and almost everything we needed, apart from a staff.

We acquired a staff, with artists and writers and people to answer telephones and once in a while, someone to read proof, and at that point, we certainly had everything we needed, apart from subscribers. And as that list grew, we thought we had most of the problems solved, apart from the fact that now and then we found ourselves without a printer, or the printer would take a quick count and find himself with all the paper he needed apart from enough to print, say, half

telephone one morning and said things were shaping up nicely for the fair, thank you very much, and let her know if any problems came up.

Some mysterious messages began to arrive our way. Send the men to do the plowing, one of them said. We made light jokes and chatter about the only furrows we knew anything about were the ones in our brows.

**S**end the man to tell the men who are going to do the plowing where to plow, came the next message. We bit our fingernails and dispatched a runner to Aguascalientes. He returned and said he was told the San Marcos Fair was *muy alegre* but that he hadn't seen it, he had been filing. Plows? we asked. Fingernails?

requiring an editor. We began to get anonymous phone calls: May's sign language story, we were informed, was nasty and derogatory. Goodness gracious, we thought. What do we do now? We called Aguascalientes, and got in touch with our top level staff runner, newly arrived.

"Anita Brenner is growing onions," he told us.

"Onions?"

"She has this piece of land, and there was nothing growing on it, so she's planting onions."

We dragged our minds back to our anonymous phone caller.

"Will you ask her what we should do with a new fan we seem to have?"

"Send it on up," he said. "As soon as the onions are grown, she's going to start drying them." —The Staff

## NATIONAL PANORAMA

As released to MEXICO this month  
by the Research Division of the  
Nacional Financiera

### HIGHLIGHTS FROM FINANCIERA'S REPORT ON 1959

Mexico's official industrial development bank reported another active year at the Annual Stockholders' Meeting held on May 3, presided over by the Minister of Finance, Lic. Antonio Ortiz Mena. Total financing made available by Nacional Financiera to the national economy expanded 11% as outstanding credits, investments and guarantees rose from 8,949 million pesos at year-end 1958 to 9,903 million at the close of 1959.

A parallel increase took place in the sources of funds; notably, net worth rose 30% to 625 million pesos; credits from abroad increased 19% to 2,402 million pesos; guarantee liabilities increased to 3,866 million; and trust funds to 829 million.

Record profits of 143 million pesos were registered. The increases in capital experienced by Nacional Financiera during its 25 and a half years of operations have been derived principally from reinvested profits.

At the end of the year the Institution issued a new Mexican peso bond—*Títulos Financieros Serie "N"*—guaranteed by stocks and bonds of nine first-class industrial enterprises whose earnings permit a yield of 10% per year net on the Series N bond.

Among the outstanding enterprises promoted by Nacional Financiera, *Altos Hornos de México* completed its plant expansion to 600,000 metric ton steel ingot yearly producing capacity and began a new expansion program aimed at a million tons yearly.

*Fertilizantes de Monclova* started producing ammonium nitrate last year and its new plant is about ready to produce 110 tons daily of ammonia; while *Montrose Mexicana* is supplying D. D. T. in its 6,000 ton yearly capacity plant and completed instalations for producing 8,000 tons yearly of soda ash and 7,200 tons yearly of chlorine.

*Fábricas de Papel Tuxtepec* turned out 9,500 tons of newsprint and 4,500 tons of book and notebook paper; this was the initial production in the new plant designed to produce 40,000 tons of newsprint yearly.

## News and Comment

The thirty-fifth anniversary meeting of the Pan American Medical Congress in Mexico City last month saw 1,300 doctors present 1,500 papers to their colleagues from throughout the Western Hemisphere.

Several firsts were chalked up. It was the first international medical congress to have sections given over entirely to Space Medicine and Biology, Clinical Hypnosis, and Neurological and Mental Diseases.

It was particularly fitting to hold such a meet in Mexico at this time. For here one of the major concerns has been with steadily continuing to improve the nation's health. This emphasis has been reflected through all Latin America, as witness the use of the live attenuated poliovirus vaccines that have been administered orally here in the last three years. Dr. da Silva reported on the dramatic results of these field uses of the new immunization in reducing this crippling disease by as much as 93% in Costa Rica, Columbia, and Nicaragua.

Other dramatic strides in the progress of medicine were outlined by the section on cardiovascular disorders, the use of hypothermia (a technique for lowering body temperature to a point, where difficult neuro and cardiosurgery can be performed successfully).

But each section revealed reassuring strides. Cancer and its diagnosis and treatment; the psychic phenomenon of table tapping; psychopharmacology; dentistry—another first in astounding new knowledge and included here for the first time in a medical meeting were all part and parcel of the medical congress.

All were medical ambassadors of goodwill demonstrating the credo that "The practice of medicine has no national, racial or religious boundaries."

To keep things in focus it should be remembered that the Congress was a large item to handle. And like big-

ness it sometimes seemed to be incomprehensible and immovable. Doctors had gotten themselves scheduled for two papers or meetings at the same time. Others found themselves running from one room to the next in a losing battle to be several places at once. A few got registered, were scheduled to give papers, and quietly vanished. A check reveals that they returned to their respective countries, relaxed, and intact. One alcoholic psychiatrist divided his time between pulling on the bottle in the gentlemen's rooms and trying to interject himself into discussions on human personality disorders in the seminar rooms. We don't know how he did with the personality disorders, but he is reported back in Los Angeles in a secure state of inebriation.



The Congress will meet again in January, 1962 in Miami, Florida, which is probably even now bracing itself for the vast amount of knowledge to be sifted there on bettering the health and pursuit of happiness of this hemisphere and the entire world.

Heartening news, too, was the announcement that foundations had shown a very positive response in co-operating with The Pan American Medical organization in providing 3 year fellowships for postgraduate study in prominent medical centers of the hemisphere to train much needed specialists and to promote research. This would amount to an outright cash grant of \$5,000 per year. Mexico City's Cardiology Institute was singled out as one of the training and research centers.

C. L.

## CORPUS CHRISTI



*in June*

Corpus Christi on June 16 sees children in their finery, receiving presents, picnicking and attending a happy church fiesta to commemorate the conversion of disbelievers, who saw a starving mule refuse food and kneel down as a religious procession passed. Nowadays straw mules laden with flowers, fruits, and sometimes money are exchanged to commemorate the occasion. In some countries processions reenact the original. First fruits are blessed, and in Papantla, Veracruz, the Voladores perform their spectacular flying dance.



Delicious goodies have a calming effect on this Corpus Christi celebrant. Photo Marilú Peas



San Antonio's power to end spinsterhood is sought with deep religious fervor in this early litho.

## SAN ANTONIO

Hopeful young ladies attend Mass on June 13 to celebrate the martyrdom of St. Anthony. Thirteen centavos are placed before the statue to bring successful romance and marriage during the coming year. If the Saint ignores the hope his statue is turned upside down, one centavo is placed in his mouth, and in some cases of more acute frustration, the child is removed from his arms. The ritual is annual until the individual's spinsterdom fades into history.



## AND SAN JUAN

**Mañanitas** —early morning serenades— literally get the festivities of St. John the Baptist Day off to a rousing start on June 25. Fiestas and the annual ritual bathing proceed throughout the day, with swimming pools remaining open for the full twenty-four hours. Public baths are decorated with flowers, and regular customers receive gifts of soaps and toiletries. In Puebla plates of fruit —especially St. John pears— are distributed. And in Guajalajara the townspeople parade to the

reservoir in fancy dress, and are showered with perfumed water. This ceremony dates back to 1846.

Residents of Chavinda, Michoacan, bathe at three a.m. Once dried the citizens celebrate with horse races, and in the evening a torchlight parade of the charros.

Any town in the Republic with San Juan as part of the name has a fiesta. Usually aquatic sports keynote the frolics.

Crowds jam pools, lakes, rivers, ponds, and fountains to commemorate St. John, the Baptist. The scene at right is duplicated throughout the Republic.

*Sonriente 27 de Mayo 1960 -  
Vlady*



## GOITIA †

1885 - 1960

*Francisco Goitia, one of Mexico's most distinguished — though perhaps outside his country, least known — artists, died last month. In Anita Brenner's temporary absence from Mexico, Vlady tells of her old friend and his:*

**T**hrough his long life, Goitia was characterized by two essential qualities. He was a painter, and he was a recluse. An award-winning artist since the days of Porfirio Diaz, Goitia studied painting in Barcelona, and later in Italy.

His painting —academic, and beautifully so, in line— was not varied, but rather, brought closer to perfection, during the course of his life. He painted one picture a year, and worked on it until he brought it to "the impassioned moment," in his own words.

If in his painting he was wise and humble, he carried these qualities to an extraordinary level in his personal life. He lived in a poor hut; his living conditions were almost those of a beggar, although he owned land (rumor says abundant land) of his own. In the fields of Xochimilco, his yard of rocks and dust was filled with running dogs and chickens. His great canvases were exposed to the elements: one of imposing composition (a little like Gericault's "Hounded Rider") was called "Viva Made-ro"; a second, "Harpies", was obvi-

ously an interpretation of the temptations of St. Anthony. Neither was ever finished. Nearby, on a broken chair, was an ancient edition, in Italian, of essays on poetry by Leonardo da Vinci.

Goitia was deeply religious, interpreted in an incredible degree of contrition and hermit-like existence. Much has been said about his practices of self-flagellation and ascetism. It is hard to explain in terms of background: he came from a well-to-do middle class family.

**M**any tales are told about Goitia. In one of the more recent, he is said to have had an appointment with a friend who wanted to introduce him to a wealthy art patron. This latter arrived early at the door of the restaurant where the three were to meet and, as he entered, handed a peso to a beggar who stood near the steps. A little later the friend arrived and introduced the beggar —Goitia— who had tranquilly pocketed the peso.

A romantic story attributes Goitia's retiring life to his loss of his wife, who died some 40 years ago.

Goitia's lavish metal coffin —a real Cadillac of a coffin— was provided by the Instituto de Bellas Artes. Artists stood watch in the funeral agency; he was buried in Xochimilco, surrounded and mourned there by the humble Indians of the village.

Vlady



Photo Héctor García



Photo Héctor García

Mourner at Goitia's funeral mirrors figure from his most famous painting, "Tata Jesucristo". Right: funeral procession moves through Xochimilco.



mp-  
was  
ken  
lta-  
nar-

ter-  
of  
nce.  
rac-  
sm.  
ack-  
-do

tia.  
aid  
with  
uce  
This  
of  
ere  
ded  
ear  
end  
gar  
ock-

ia's  
ife,

—a  
pro-  
Ar-  
fu-  
Xo-  
ned  
the

lady

e from  
risto"  
rough





Photo Héctor García

Above: Miner's clothing hangs in a shed, waiting for the next shift to arrive. Below: Modern miners go down to work.



Photo Héctor García

Below: A mine company official lights a candle to the Virgin of Guadalupe. Prize ore samples form a shrine for the "Worker's Queen".



Photo Marilú Pease

## MINING *in Mexico*

beneath volcanic peaks, lush jungles and arid deserts lie immense mineral fields

by Frederic Mulders

Mexico is an immense mineral field. Being largely a volcanic land, useful and precious metals exist in abundance. Even in modern times when both the United States and Canada must be included as important producers of silver, Mexico's output of this precious metal averages 57% of total world production. It has been estimated that two-thirds of the silver in the world was originally taken from Mexican soil.

Under Spanish rule perhaps 4 billion Spanish dollars' worth of silver was mined, an incredible amount considering the primitive methods employed in its extraction.

The Indians before the Conquest used three metals: gold, silver, and copper. Having no iron, mining methods were fundamental in the extreme. Natives and gravels, or from the surface of the earth. In a few places where the metals occurred in very pure state they were able to take them from shallow, open excavations. Since silver was much harder to extract by these methods the Indians naturally prized it more highly than gold. For smelting they used a brazier and two long tubes

thro  
ble  
rich  
of f  
T  
pos  
min  
ed;  
smi  
The  
emb  
The  
to c  
of  
well  
mon  
tact  
goo  
dece

D  
min  
ulat  
and  
arri  
we  
Moe  
con



Photo Marilú Pease

Old ghost town near Guanajuato (above) reflects the wealth produced here by Colonial mines.  
Below: San Miguel Regla was one of the most famous of the silver mines of New Spain.

through which two men alternatingly blew. By virtue of this system, "get rich quick" was not exactly the by word of the day.

These methods also impaired the possibilities for taking advantage of minerals other than the three mentioned; yet the art of silver and goldsmithing was considerably evolved. These indigenies knew casting and embossing, and how to beat gold. They even applied very thin gold leaf to clay pieces, and the less scrupulous of the gold artisans knew perfectly well some of the dodges more commonly associated with present-day tactics, that is, the device of mixing good gold with baser material to deceive customers.

Despite their extremely primitive mining methods, the Indians accumulated a formidable amount of gold and silver, especially gold, before the arrival of the Spaniards. To prove this we need only mention the treasure of Moctezuma, which the conquistadores confiscated from his palace, and which

(See page 24)

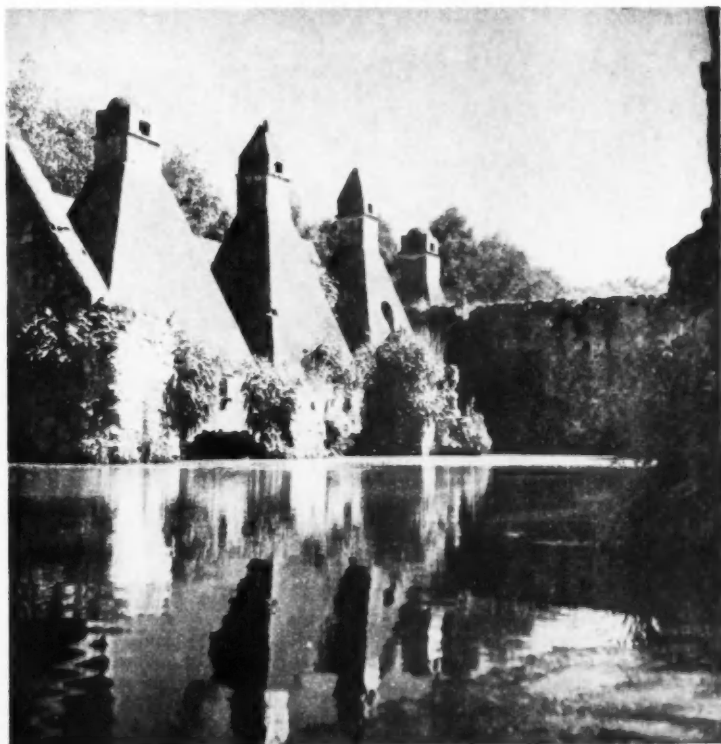


Photo Marilú Pease



AMETHYST  
EMPIRE STYLE  
PENDANT (1820)

MAYAN MASK-  
PALENQUE,  
JADE MOSAIC  
WORK.  
1/4 SIZE -



AGATE,  
in state  
of  
Guerrero.



ROCK CRYSTAL  
RABBIT, AZTEC,  
GOD OF PULQUE,  
1/2 SIZE



JAGU  
MACU  
PAQUE.



ROCK CRYSTAL  
NECKLACE  
PRE-HISPANIC  
ONE HALF  
NATURAL  
SIZE.

FROM PALENQUE  
MAYAN BEAD  
WITH HOLE  
AND LID, WHO  
KNOWS WHAT  
FOR.





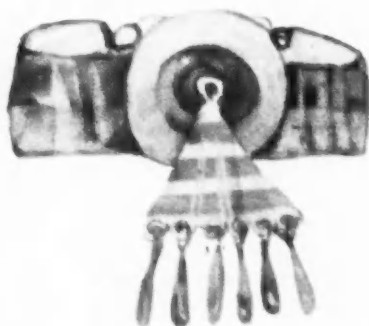
E  
te  
co.



MODERN ASH-  
TRAY (left) AND  
BRACELET (below)  
MADE BY  
HERMANOS CAS-  
TILLO.

# TOCK FANCIERS' Resume

OF SOME MEXICAN  
STONES - MOSTLY SEMI-  
PRECIOUS; WITH *examples*  
OF WAYS THEY HAVE  
BEEN FANCIED DURING  
THE LAST SEVERAL  
HUNDRED YEARS.



JAGURINE, NATURAL SIZE,  
MA CULTURE, FOUND IN  
PAQUE, CHIAPAS.

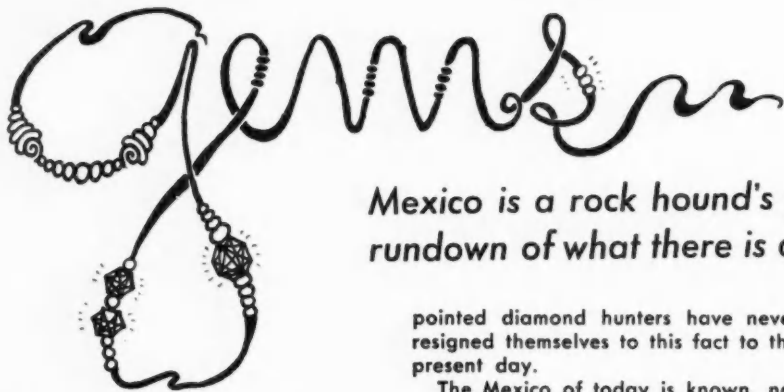
SILVER +  
OBSIDIAN ROSARY  
WITH BLUE  
OPAL FROM  
QUERETARO.  
(COLONIAL 1720)



ALMOST PREHISTORIC OBSIDIAN  
ARROWHEAD.



SILVER  
NUGGET  
FROM  
CHIHUAHUA



*Mexico is a rock hound's paradise. Here is MTM's rundown of what there is and where to look for it...*

The overthrow of the Aztec Empire by a Spanish force under Hernan Cortes between 1519 and 1521 brought with it a full-scale plundering of Mexico's mineral sources. Driven originally by legends of fabulous wealth in the Indies, and spurred by the discovery of a remarkable gold and gem encrusted culture, the conquerors and the troops that followed in their wake for the following centuries proceeded to recover more and more riches from the mountainous country.

A later incident contributed additional fuel to the fables of wealth in Mexico. Following an anti-Spanish skirmish in the war of Independence Vicente Guerrero, in about 1821, rewarded the admiral of a British fleet parked conveniently in Acapulco harbor with a gift of a tremendous diamond, unearthed from a geode in Zopilote Canyon.

Now, this event involves several interesting ramifications. First of all, diamonds don't come in geodes (those stony cocoons often containing remarkable crystal formations). And secondly, Zopilote (Buzzard) Canyon is intrinsically interesting, aside from the international implications of the British-Guerrero-Spanish fur-flying. Principal channel through the state which now bears Vicente Guerrero's name, leading directly to the resort playground of Acapulco, this canyon is the lowest and only below-sea level point in Mexico. It is, furthermore, the home of a river which runs the wrong way, away from the sea, right beside the Mexico City-Acapulco highway. In any case, the presentation of the "diamond" as a sort of payola to the British brought with it a gem rush to Zopilote Canyon, but the lovely, lavish, double-ended crystal was actually a type of quartz, and dissap-

pointed diamond hunters have never resigned themselves to this fact to the present day.

The Mexico of today is known, not as gem center, but as a rock hound's paradise. All manner of stones, most of them worthless, are available; yet with the exception of amethysts and opals many other parts of the world offer precious and semi-precious stones of superior quality and greater variety. Nonetheless, Mexico appeals romantically to the rock fancier. The savor of the old legends persist to the present time—of sugar and spice and gems that are nice. And so we have compiled a catalogue of what the interested rock hunter might find... success will never spoil him, but he will have a lot of fun.

**Corundum:** (Oxide of aluminium, crystallising in the trigonal system. It is next to diamond in hardness, and hence is used as an abrasive). This is the mineralogical term for types of sapphires and rubies, reportedly found in various parts of Mexico. We have heard rumors of corundum finds here and there but for ourself experience has confined its presence to the state of Guerrero, in the mid-Balsas region. The stones uncovered have served no gem purposes.

**Diamonds:** (One of the crystalline forms of carbon). Their presence has been rumored but none have actually been found. However, a substance similar to African blue ground (one of the matrixes in which South African diamonds are found) has been reported in the state of Chiapas and the Oaxaca Isthmus region.

**Opals:** (An amorphous variety of silica with a varying amount of water). These lovely and varied stones are generally associated with the state of Queretaro, which is, incidentally, the gem cutting center of Mexico, having several hundred independent stone

cutters. Their specialty is cutting glass or synthetic stones, but they also work with a few semi-precious pieces — principally, of course, opals. The leading mines in the state are found in the areas of San Juan del Rio and Tequisquiapan. Sizable opal deposits exist in Guanajuato and Jalisco as well. Very pale and exotic opaque opals with a blue background are found in the state of Guerrero. Mexican opals are among the world's finest and are highly esteemed in the Orient. Stones of excessive size and good quality bring extremely high prices.

**Amethysts:** (A clear, mauve-colored form of quartz, used as a semi-precious gemstone). These are found in many parts of Mexico. There are some crystals of no gem value whatever in the states of Guanajuato, Durango, and Zacatecas. Double-ended crystals similar to the White Plains, New York variety are found in the highlands surrounding Chilpancingo, in Guerrero. Among the finest amethysts in the world lie nearly hidden in the wild region of Guerrero above the Balsas River, near the village of Masapa in the Sierra de Tenantla. Several mines have been worked by *gambusinos* or *buscones*, free-lance illegal prospectors. Their antics have wrought great damage in the mines, most of which are now in a state of collapse and are producing poor quality stones. A number of years ago exceptionally fine pieces were taken from this area, and shipped to Europe where they were cut in Idar-Oberstine, Germany, later to be distributed in fine jewelry all over the world.

**Tourmalines:** (A complex silicate of boron and aluminium, with, in addition, magnesium, iron, or the alkali metals, and fluorine in small amounts, which crystallises in the trigonal system). It is usually found in granites and gneisses, but there exists only a small amount in Mexico and none of it of gem quality. (See page 26)

new roads and added services are convincing vacationers that the adventuresome --and safe-- way to see Mexico is by

## AUTO TRAVEL

The lure of the asphalt ribbon is still extant, jet age or no jet age, and there is probably no place on earth so much fun for the auto traveler, and at the same time so nearby, as Mexico.

Let us not be misunderstood. Many areas can boast better highways as such. This is not what Mexico offers, and, in addition, a capricious summer climate makes wholehearted road maintenance difficult. No, Mexico's highways and byways are charming by other standards. They are certainly passable and good, even during the rainy season (April to October) and to some rather remote areas. Service stations and garages are apparent at convenient intervals. Roads are explicitly marked for turns, stops, railroad crossings, and turn-offs. Traffic in general is light, and this relieves driving tension. Motoring in Mexico then, resolves itself into a relaxed and relaxing diversion, a vacation in itself as a build-up to the holiday in the anticipated destination.

A few axioms for the alert are in order at this point. We do not recommend driving after dark. Bandits are a thing of the past but cattle are not. Grazing lands being unfenced and nights often being chilly cattle, donkeys, and other livestock often seek the warmth retained by the pavement. Rocks, too, can fall into the road and provide an additional hazard in the dark.

Fill up with gas at each stop. It's safer (and easier to pronounce) to say full, than to juggle liters into gallons and still be in doubt. For the purist we might add that a liter is 1.06 quarts and there are roughly of those to the gallon. Still, fill 'er up, we say.

Do not camp out along the roads, either in a trailer or with a sleeping

bag. The climate can be changeable in the mountains, you might have mistaken a tiny town square for a cornfield, or you might find yourself plagued with insects. There are other reasons too. You are a foreigner, a visitor, an ambassador bearing with you the dignity and prestige of your home country. And camping out "just isn't done" in the eyes of the country folk you're likely to happen run across in the course of such a caper. Respect their opinion of you and maintain your dignity. Plan your overnight stops so that you will be in a town with a satisfactory hotel, good hot meals, and a bath. It will help your driving and bring you to your terminal point in a better temper.

Be sure that your car is in good condition. You can not sell it or abandon it in Mexico, under Mexican law, which means you're stuck with it. And if you are not well equipped you might need, even in broad daylight and

(See following page)



Photo Marilú Pease

Mountainous Mexico is laced with winding roads that give a constant view of breath-taking scenery. Above: the road to Cumbres de Acultzingo, near Orizaba. Below: new road under construction.



Photo Marilú Pease

## AUTO TRAVEL

(From preceding page)

certainly not in the middle of the night, and few people will stop along the road to help a stranded motorist. Again, it "just isn't done" so keep it in mind and be prepared for a snub to your tire changing appeals.

(Don't be fearful with all these warnings. A tire can go flat anywhere, you can misjudge your time anywhere. And the rewards of auto travel are numerous. The sweet, lovely countryside, tree-lined lanes and riverbanks, gentle country towns and thriving provincial capitals, the pleasure of an unexpectedly tasty meal or a tree ablaze with blooms against a setting that might only be duplicated in a film, a wild seacoast or a quiet cove, a bird of rare plumage, a waterfall, and of course the people you'll see along the way..... all of these are the rewards at hand, at every turn of the road.

Many of the roads lead into mining country, and for those intrigued with the notion of prospecting here are a few names to burn into your memory and mark on your map:



**Guanajuato.** Take the highway out of Irapuato as the back road through San Miguel de Allende is in the construction stage only and is what we might politely term a "washboard".

**Querétaro.** Gem capital of the country, home of a million opals. Right on highway 57.

**Iguala and the Guerrero backlands.** Take your own chances here. If amethyst-land beckons, plan your trel along. Take off point should be Taxco with the experts and take guides or Iguala, at the halfway station in the Mexico City-Acapulco superhighway.

**San Luis Potosí.** In the northcentral region. Best road is out of Piedras Negras, opposite Eagle Pass, Texas; or cut at Saltillo.



Narrow roads are now being widened to make broad freeways.

**Zacatecas.** Right on the central highway.

A few more words to the curious, in answer to anticipated questions. Yes, take water along with you, preferably in thermos or ice chest. No, women should not travel in slacks. Wear a cotton dress. It's really more comfortable anyway, and far cooler and more seemly. Yes, provincial towns shut down from 2 to 4 in the afternoon. This is the siesta hour, and for the motorist a good time to start scouting his own bedding down possibilities. Either that or sightseeing.

No, you shouldn't acquire a lot of trinkets en route, unless they consist of something truly unique and characteristic of the region. Then, by all means, load up, whether it be baskets, pottery, cheeses, hand loomed woolens, mineral stones, sweaters, blankets, cider, or anything else that strikes your fancy. Do not buy indiscriminately as it will burden both you and the car and might not be worthwhile hauling home. Yes, take camera and plenty of film. By all means utilize the contrasted and beautiful countryside as a background for color, especially. You will offend no one by the gesture, unless you've barged into a local fiesta and become too conspicuous about it. Visitors are welcome at fiestas, let there be no misunderstanding. But they should conduct themselves respectfully and with discretion. Would you want your neighbors to crash a private party, unless they did so gracefully?

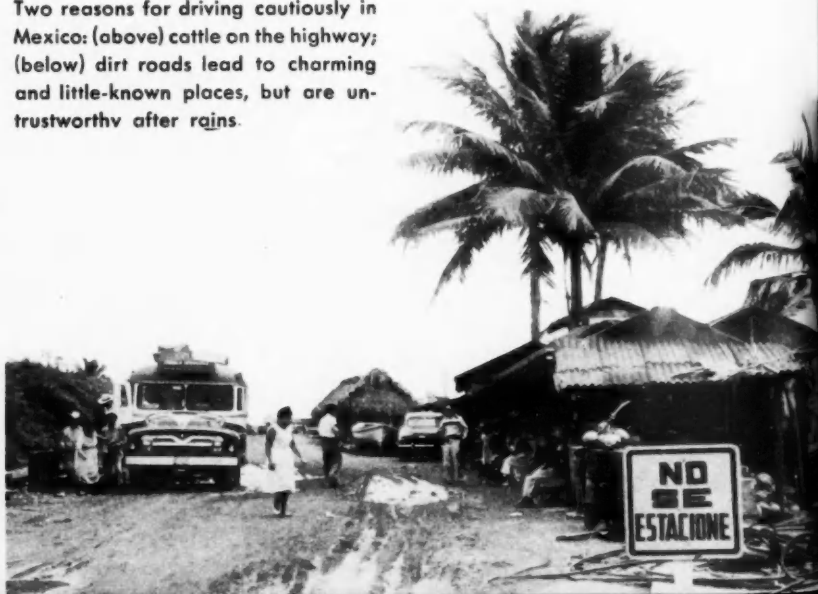
Auto insurance is a fine idea, since your U.S. policy might not provide a clause for travel outside the continental United States. All border stations feature insurance agencies for your convenience.

In Mexico all roads lead to Mexico... to the capital, that is. All highway markers posting distance state the number of kilometers (not miles) to or from Mexico City. (Please note: a kilometer is .6 of a mile). And once you enter this Rome of Latin America, the modern metropolitan madness of Mexico City, just take a deep breath and have fun.

Carol Miller

Photo Marilú Pease

Two reasons for driving cautiously in Mexico: (above) cattle on the highway; (below) dirt roads lead to charming and little-known places, but are untrustworthy after rains.





## THE ARTS

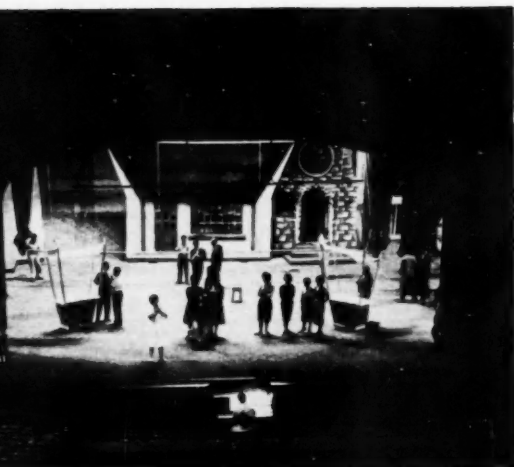
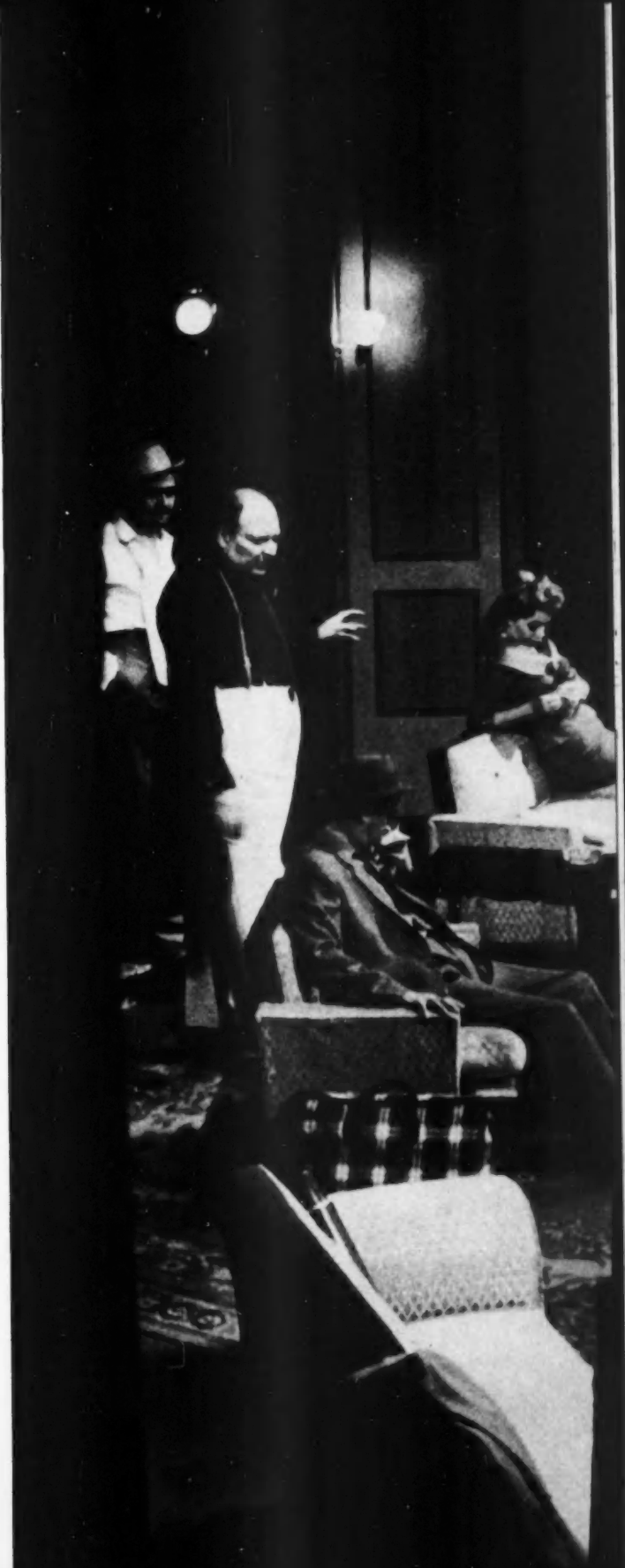
### THEATRE

After rather a mixed winter of triumph and disaster it's somewhat revealing to count the final holdovers into the summer season as well as to note some of those that, despite rave or at least good reviews, just somehow didn't make it. Probably the most surprising fatality of all is "Pelirroja", the musical comedy that was easily the winters most outstanding smash hit. But the reason is not far to seek, it was just too big and expensive. It needed the winter crowds to support it and, unfortunately without air-conditioning, the place was just too uncomfortable for the necessary number of people. Most of the big shows have suffered to a like degree and the lone survivor seems to be Enrique Rambal and Lucy Gallardo's "A Media Luz los Tres", the Miguel Mihura play.

**Brigadoon** in Spanish has two shows nightly at 7 and 10 in the Theatre Bosque in Chapultepec Park just back of the National Auditorium. Starring Hugo Avendaño, Graciela Garza, and Miguel Suarez, the music drama is a charming hit, and is ideal summer fare for the visitor and the permanent resident.

E. G.

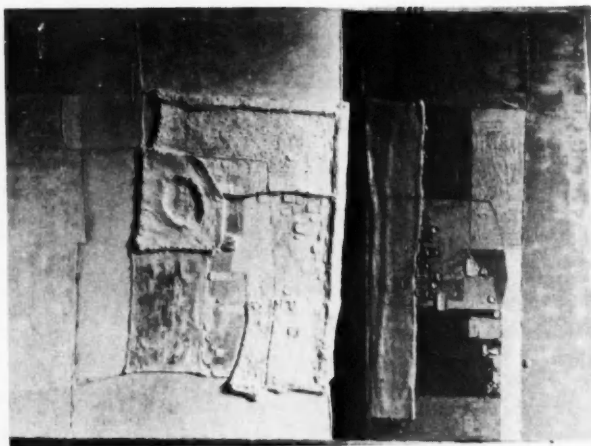
Current hits: (right) a from-the-wings view of "Me locotón en Almíbar" by Spanish playwright Miguel Mihura; (below) "Brigadoon", shown here in rehearsal.



**young artists from Mexico have carried off prize** n a

## PAINTERS

Manuel Felguerez, with "Painting No. 22", won second prize in painting in the international Baranquilla, Colombia, Biennial Show. Felguerez was born in Spain, has lived in Mexico many years



Alberto Gironella's "Section of Birds" took a prize (three months for the artist in Cap d'Ail) in the Biennale de Paris. Gironella, like Felguerez and Cuevas, is under 30.

José Luis Cuevas was also a second-prize winner in the Baranquilla Biennial. His 'Wedding of the Arnolfinis', right, is typical of his brooding, sensitive, and increasingly famous drawings. Awards were announced in April.



Frank González (opposite page) was awarded a 1960-'61 Guggenheim Fellowship in April. Of seven painting Fellows were named

ze **in a number of recent world competitions**

**F**ranc Gonzalez works in the sort of vast and rather ramshackle studio that U.S. painters like to imagine when they think about Mexico. A serious and intensely individual artist, Gonzalez has lived and worked in Mexico for nearly 10 years, although he is a Californian by birth and has shown in the United States more often than he has in this country. His work is perhaps best characterized by extraordinary richness and subtlety of color which contributes to the keen emotional impact of his subject matter. The artist's critical sense of humor is often apparent. Manifest, too, is his interest in man and in man's environment, and it is this interest which will take the painter out of Mexico and to New York for a year. In April, Gonzalez received notification that he had been awarded a Guggenheim Fellowship for 1960-61; in August, he will leave for New York, a scheduled Fall show at the Janet Nessler Galleries, and the beginning of a year's work on a cherished theme. — "City Forms"

Photo Héctor García





Dressing well is the rule in many parts of the city. Hats, though, are optional -- except in church.

Sightseers who plan much walking dress comfortable but conservatively. Good to carry: a sweater. Good to see: the view from the Latino tower.



## How to dress in Mexico

is a question answered in many way by visitors here. Wise travelers know that Mexico City is cosmopolitan; clothing is like that of San Francisco or New York. Temperature depends mostly on two seasons: rainy (June to October, with moderate days and nights) and dry (the rest of the year with frequently chilly nights and either warm or cool days.) North Mexico's climate is like that of Texas, though cooler in the higher altitudes. Temperature in the rest of the country depends mostly on altitude: up high it's cold, down low it's hot. This data for comfort; the rest is a matter of taste.



Photo Héctor García

Regional dress is still worn in Mexico. Above, right: native dancer prepares for festival celebrating Cuauhtémoc Day. Above, left: a regional costume not worn by native dancers.



CO  
 way  
 ow  
 an;  
 York  
 sons  
 days  
 with  
 cool  
 Texas,  
 re in  
 e: up  
 nfort;



In Acapulco, a casual state of semi-undress is common and accepted. But tropical sunshine makes hat-wearing a must (above and right).

Photo Héctor García



Photo Héctor García

Photo Héctor García



Photo Héctor García

Shorts, often worn near as well as on the beach in Acapulco, are frowned upon anywhere else in Mexico. In the port city, the idea is to soak up sun but also to know when and how to escape from it -- (left) by going underwater, or perhaps under print.

Photo Héctor García



# MINING

(From page 13)

they tried to carry away on the so-called Noche Triste, the Sad Night, when Cortés was driven out of Tenochtitlán, the Aztec capital. According to contemporary reports, the value of that portion of the gold and silver which they did manage to glom on to was a mere 3 million present-day American dollars; and it represented an insignificant part of what pre-Conquest Mexico had already mined.

The reason for the invasion of Mexico, and the principal motive thereafter for exploration and colonization, the pushing of the effective frontiers ever outward, especially towards the north of New Spain, was the lure of gold and silver treasure. Yet the early 16th Century Spaniards by and large lacked the mining knowledge imper-

development of a free laboring class, but more in the northern mines than in the central or southern. Not until the end of the 18th Century could it be said that the majority of Mexican mines employed free, wage-earning Indians.

Under Spanish rule silver was king, and the first responsibility of every Viceroy was to increase mine production. Mexico's fantastic mineral riches made the task not too onerous. The extraordinary production achieved may be partially comprehended when one learns that the single *real de minas* of Zacatepec yielded a fifth of the world's silver before the 19th Century.

The Crown claimed as its share one-fifth of all treasures. In addition, the cost of extracting the precious metal

which the new aristocracy surrounded itself was commented on by a visiting Englishman, Thomas Gage, in 1625: "... a most credible report that in Mexico... there were above 15,000 coaches... They spare no silver, nor gold, nor precious stones, nor cloth of gold, nor the best silks of China to enrich them. And to the gallantry of the horses the pride of some doth add the cost of bridles and shoes of silver."

Naturally one would not expect that all matters went smoothly between the government and those who mined. Nor were the miners always private entrepreneurs. In the northern Sierra Madre a group of Jesuits operated with great skill a number of gold and silver mines. Then the Crown forbade priests to own or operate mines, but the Jesuits, more interested in enriching the Church than in seeing the treasure spent on galleons and war guns, continued illegally working the mines, only



ative in the profitable extraction of precious metals from buried veins. As compensation, German miners were imported, many of whom settled in the mining center of Sultepec, northwest of Taxco. They introduced the water-powered stamp, or crushing mill, and probably the mercury amalgamation process, as well as various other improvements.

The Spaniards, never ethical colonizers, used illegal means and ruses to build their fund of cheap labor. A 1540 survey of Indian communities "paying tribute"—that is, working as slave labor in the mines. One reason was that for the first 25 years after the Conquest most of the mines were still gold placers on which forced labor gangs could be effectively used. The huge silver vein deposits, the first of which were discovered around 1546, could not be worked by such unskilled hands. This opened the door for

was frequently prohibitive. Nonetheless immense personal fortunes were accumulated. Many of the men who made their fortune thus spent at least a part of their wealth in the acquisition of noble titles. Antonio Obregon, with a fraction of the 200 million pesos he extracted from the famous La Valenciana mine in Guanajuato, became Conde de Valenciana. Others were the Conde de Matehuapile and Marqués de Guadiana, the Marqués de Aguayo, the Marqués de Mal Paso, the Conde de Regla, the Marqués de Apartado, the Marqués de Vivanco, the Marqués de Jaral, and the Conde de Santiago. Perhaps the legitimate nobility did look down their noses on the up-start silver barons, the *nouveau riche* of the day, but the Crown, ever impecunious, was not loath to grant these profitable requests.

Mexico's Silver Age lasted some 250 years. The lavish splendor with

hiding their production until it could be safely smuggled out. Since they also often suffered Indian raids, it is no wonder that many stories remain extant of Jesuit treasure still hidden in the Sierra Madre. (Remember B. Traven's novel and the resulting John Huston film?)

One could not name all of the silver mining centers. A few of the famous ones are: Pachuca, Guanajuato, Zacatecas, Parral, Zimapán, Taxco. Unfortunately, wherever a mine was established a devastating deforestation followed. Charcoal was used for all smelting, and enormous beams were needed to reinforce the shafts and drifts of the mines. In not too short a time land around a group of mines would change from forest to desert, or at best a treeless plain. At the same time, however, wherever the ground made it feasible, agricultural developments grew up around the mining communities, which they fed, and on which they lived.

It is interesting to note briefly the important techniques of silver mining. While for placer mining where gold was washed out of river beds the only important piece of equipment was a

(See page 27)

# Our own Directory

## STEPPING OUT

I am a person who has infinite patience with his friends. These friends don't always think so but, at the moment, I am at the typewriter and it is my side of the story that will get told. Friends, I say, you should be able to trust My friends, in the matter of women, stock exchange tips and the borrowing of horses, I suppose are pretty much all right, at least, I've never had occasion to blow my top with them in that respect. But, when it comes to recommending eating places... well, you can have the whole blasted bunch of them! Obviously, here my infinite patience is out — for an infinite walk. Twice in the past couple of weeks they've cozened me into dumps I wouldn't feed my dog in even if I had one. I don't have a cat either but how can you have patience with such people?

I am not one of these gourmets who has to have a perfect meal every day of the week. Actually, I probably eat less than I should and most of the time am content to catch it on the fly at the lunch counter at Woolworth's. But I am human, I think, and have feelings. When I am in the mood for a good dinner, and such moods are apt to occur to anyone with more or less frequency, a bad one is the cruelest deceit that I know of for, once you have started upon such a thing, your appetite is ruined as well as your disposition, and no recourse that I know of can get them back for you.

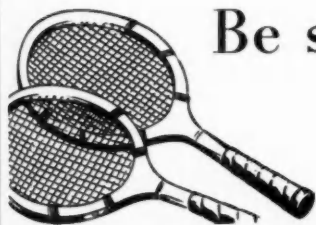
For a week after this last bust wasn't even interested in my favorite restaurant. The bust had been one of the worst and it just seemed impossible to get interested in food as a terrible subject of interest again. But an important reason for having friends, I find, is that good ones come along at the right moment. The one in this case happened to invite me for cocktails to his apartment in the Hotel Tecali, which is sort of a matchstick of a place that shoots up at Mariano Escobedo.

The apartment was pleasant, there were not too many people, and the conversation was easy and interesting. Too soon he was suggesting dinner and, because it was already too late to be going anywhere else, he suggested the restaurant on the roof of the hotel with no more promise than that of a good view.

The view, that of Mexico at night with the lighted castle of Chapultepec in the foreground, was the most unexpectedly beautiful I have seen. The restaurant, divided into two rooms of which one was the cocktail lounge was decorated with good taste and no mirrors. Naturally, at this hour, it was crowded. Naturally, one expected to wait — but one didn't. The best dinner I have eaten in Mexico in many a month came out with a perfection of service that equaled New York's Colony. There is nothing further to report, but that my appetite and my disposition, for what they matter, are strangely restored. I might even have a few kind words about friends.

### Be sociable

### have a



Exquisite styling,  
a superb finish

and such a bargain too...

In the READY-TO-WEAR ORIGINALS by

**Marisa Ruby**

Niza 45

México City

RESTAURANT  
**CARMEL**



JEWISH DISHES KOSHER STYLE.  
GENOVA, 70A PHONE 141736

RESTAURANT ALLAN HANDLER

*"La Scala"*



cor.  
Florescia & Londres - 28 91 09

## HOW TO INVEST AND LIVE IN MEXICO

All your question about business opportunities, investment and retirement in Mexico are answered in this 300 page book by Wall St. Journal correspondent Daniel James. Introduction is by former U. S. Ambassador to Mexico, William O'Dwyer.

At your bookstore, or send \$5.95 for clothbound copy to: Carl D. Ross  
Reforma 336 México 6, D. F.

THE ASSOCIATED PRESS

## HOTEL SANTA PRISCA

Your hosts: Fred & Tere Clapp  
Best in food, service and comfort  
Reasonable Rates  
Taxco MEXICO

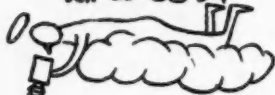
*The best of Native Art  
gathered from the craft  
centers of Mexico, and  
on display for you  
to enjoy and buy*



NATIONAL MUSEUM OF NATIVE  
ART AND CRAFTS  
Padre No. 44, Mexico, D. F.  
MUSEUM OF CERAMICS  
Tlaquepaque, Jalisco

*A guarantee of fine workmanship  
and authenticity*

**AEROTECNICA de MEXICO S.A.**  
CALLE CASTILLA 16, MEXICO 13, D.F.  
tel. 19 88 94



**AERIAL PHOTOGRAPHY, AERIAL  
SURVEYS, AERIAL ADVERTISING**

**HOTEL  
VICTORIA**  
TAXCO, GRO. MEX.

ASK THE MAN WHO'S  
BEEN THERE...  
CHAS & QUINCY NIBBI,  
MGRS. & OWNERS

**RANCHO TELVA**  
in enchanting TAXCO

a Swimming in the new spring-water pool  
"Paddock" purified  
a and of course the best food obtainable

owned and operated by

**Wells Fargo & Co. Express, S. A.**

Av. Juarez 8, Mexico City  
Phone: 18-52-60

# Gems

(From page 16)



**Agates:** (A cryptocrystalline variety of silica, characterised by parallel and often curved, bands of color). Agates of various colors are found throughout the north of Mexico and are shipped in substantial quantity amateur stone cutters in the United States.

**Apatite:** (A naturally occurring phosphate of calcium, with chloride, or fluoride of calcium, occurring widely distributed in igneous rocks). Because of the origin and structure of this stone it is logically found in Mexico, due to the volcanic nature of much of the country. The state of Durango particularly produces specimens that are clean and well formed, but cutting of this stone should only be attempted by the most proficient of amateurs. It is a soft stone, therefore obtaining a finely polished surface is difficult. Apatites are, furthermore, never mounted in jewelry, again due to their softness and lack of durability.

**Orthoclase:** (A feldspar, silicate of potassium and aluminium). These types of moonstones are found widely in Mexico, mainly in mine shafts that cut through calciferous formations.

**Obsidian:** (Volcanic glass). Black, golden-and silver-sheen varieties are found in large quantities, especially in the state of Hidalgo. The colored variety of obsidian is also obtainable, in the state of Jalisco.

**Jade:** This is a general term loosely used to include various mineral substances of touch texture and of a green color. It is known that the ancient peoples of what is now Mexico used jade frequently and lavishly in their adornments, and religious appointments. We have colleagues who insist that a type of jade is native to Mexico and northern Guatemala but we, although we will not go on record officially as endorsing this theory, feel that this might have been a trade item obtained elsewhere.

There are hundreds of thousands of other types of gem and mineral stones

in the mountains, highlands, and deserts of Mexico, but these listed here will give the prospective rock hound an idea of what to look for, and where. Expeditions may include other intentions, such as exploring of archaeological zones or plain old sightseeing. We do recommend, however, taking a guide if trips into the interior are anticipated.

Even if rock hounds become discouraged with looking for stones in Mexico they will be delighted to find that many of the world's best metal smiths and jewelers operate here. Their works are on display in numerous fine shops downtown, and on Sundays in Lagunilla market.

Carol Miller



**WHERE DID YOU FIND  
THIS MAGAZINE?**

Drop Us A Line To Let Us Know  
and

**Subscribe now!**

**MTM Every Month is Only:**

**\$ 3.00 per year.**

**Or -- Two years -- \$ 5.00**

Name \_\_\_\_\_

Address \_\_\_\_\_



# MINING

(From page 24)

large wooden bowl, vein mining was another thing and involved considerable expenditure for shafts, refining plants, and other necessities.

The first subterranean mines were opened up in the latter part of the 1540's. Original methods used to separate the silver from the ore alloys involved smelting the ore with lead (silver frequently appears mixed with lead, but there are also lead-free ores, in which case the latter metal must be added), then, by a furnace process called cupellation, the silver was separated from the lead. This method originated with the Egyptians perhaps as early as 2500 B.C. In 1554, 1556, or 1557 (the date is disputed), two independent registrations in Mexico City were made of a new process, quick-silver amalgamation. This process, also called the patio process, was used side by side with smelting until the invention of the cyanide process in 1887. Patio amalgamation is almost a Mexican innovation, although probably the first technical information came from Italy via German miners. It involves mixing of finely crushed ore with water and three reagents: mercury, salt, and impure copper sulphate. The mixing was accomplished by driving mules through the "masa" in a spacious rock-floored patio—hence the name of the process.

Then the ore had to be heaped in piles, left to stand many weeks—up to six months—during which time a chemical reaction took place, the metal in the ore amalgamating with the mercury. Then the slime was washed away, the free mercury filtered off,

and by heating the amalgam in a small furnace the rest of the mercury would volatilize, leaving an almost pure silver.

Whether smelting or patio process was used, quantities of water and charcoal were always needed. Most of the reagents—lead, salt, copper sulphate—were obtainable in the country itself, but mercury had to be imported, largely due to Spain's monopoly and resulting refusal to allow the mercury deposits discovered in New Spain to be developed.

The first heavy machinery for hoisting ore, draining mines, and so on, was introduced in the second decade of the 19th century, with the investment of considerable foreign capital, especially from Britain, after independence was won from Spain.

The principal industry of Mexico today is still mining, but practically 97% of 31,000 mining properties are foreign-owned, having never undergone expropriation, as did the oil industry.

While Mexico still, as mentioned at the beginning of this article, produces 57% of the world's silver, and exports of bar and scrap silver in 1959 reached 1,160.9 metric tons, in actuality, as statistics show, both gold and silver have declined in importance to Mexico's economy.

In today's world the baser metals are far more significant. Only in the last two decades of the 19th century were any of these mined, except those which were used as reagents for refining silver and gold.

The developing of the baser minerals has gone hand in hand with Mexico's industrialization. In 1957 the combined value of all gold and silver produced was 686,137,000 pesos, a mere 20% of the total mineral production of 3,390,420,000 pesos. One of the most dramatic of the "new" minerals is sulphur, of which in 1948 2500 tons were produced. In 1957 production had made the staggering increase to 1,082,809 tons. Iron production is more than 2 1/2 times as great as 10 years ago, and is still increasing. Production of the industrial metals, lead, copper, zinc, mercury, antimony, arsenic, graphite, and even uranium, have steadily progressed. All in all, one can definitely say that Mexico is beginning at last to exploit her real riches.



CLEMENTE JACQUES y Cia. S.A.

The leading purveyors of Mexican food since 1887.

No matter where you are, tropical fruits are available all year around — guavas, sliced papayas and mangos, mango and papaya juice in cans.

These and other Clemente Jacques products available in fine food specialty stores in most major cities of the United States.

For our free Mexican Recipe Booklet Write to Clemente Jacques y Cia., S. A. P.O. Cintura 1, México, D. F.

Hipódromo de las Américas

S. A.  
MEXICO CITY

Racing Saturdays,  
Tuesdays, and Sundays  
Thursdays. FIRST POST 2:00 P. M.

PARI - MUTUAL BETTING  
PUETT STARTING GATE



# INVESTMENTS

## WHAT IS THE NACIONAL FINANCIERA?

This is a very reasonable question often heard coming from the recently arrived Stateside investor. Simply, it is a Mexican government finance institution which happens to have no counterpart in investment operations as we know them in the United States. Primarily, this is because the United States was one of the first countries to industrialize and, reasonably, the rules had to be worked out by experience.

Profiting by our experience, Mexico made her rules first and then began her financing. Thus, twenty-five years ago, Nacional Financiera, S. A., was formed by act of Congress as a government finance institution. Its role was not to take the place of private finance but rather to co-operate in its development and, particularly, to aid in such enterprises the scope of which were beyond the natural recourses of private finance.

Thus to-day we see the Nacional Financiera working side by side with a greatly strengthened private finance in the industrial development of the country. Beyond this it contributes to the development of the securities market in Mexico, acts as agent of the Federal Government in its long-term debt operations, negotiates development credits from abroad, and watches over the external debt of the public sector institutions.

It is second only to the central bank (the Bank of Mexico) in resources among financial institutions and its balance sheet assets total the equivalent 353 million dollars. Working funds are obtained from:

- \* issuing its own securities on the market;
- \* paid-in capital and the reinvestment of profits enjoyed every year since start of operations;
- \* medium-and long-term loans obtained from public and private financial institutions

- abroad;
- \* contingent liabilities on credits and bond issues which make resources available to its beneficiaries;
- \* trust funds, mostly Government;
- \* and non-banking deposits it is authorized to accept.

The direct contacts of Nacional Financiera with the business community arise mainly from its financing and promotional activities. Financing is granted in the form of direct loans (credit lines, short—, medium— or long-term); endorsement of suppliers' or bank credits from abroad; subscription and marketing of share capital and bonds; guarantees on bond issues.

In the case of new enterprises actively promoted by Nacional Financiera, a combination of two or more forms may be used. (Technical assistance is also provided in many cases). Nacional Financiera's share in the capital stock (common or preferred) may take a minority or majority position, depending on the type of business, size of the investment, and alternative sources of funds available. In some cases the new companies bring together share capital from domestic and foreign sources, and the private participation may be in part domestic and in part foreign. A recent tendency has been the acquisition of foreign patents and technical services in these promotions. Nacional Financiera does not usually exercise direct operating control even when it has a majority interest.

Nacional Financiera is interested in the development of the domestic capital market and in reaching fresh sources of funds for productive investment. It has pioneered in issuing securities which have been successful in introducing this form of saving to new groups of income earners.

Through the issuance of the popular participation certificates, Nacional Financiera acts as an investment company, managing the common fund of stocks and bonds, ownership of which is represented by the respective certificate issues.

Nacional Financiera also issues direct obligations in Mexican peso and dollar bonds. The most recent issue is "Títulos Financieros Serie N", Mexican peso bonds that are paying interest of 10 per cent per year and have other attractive features.

E. G.

## INTERCONTINENTAL, S. A.

### Investment and Trust Institution

- o Promoters of industrial projects
- o Underwriters
- o Dealers in Mexican securities
- o Financial and economic consultants
- o Technical advisors
- o Acceptance of short, medium and long term time deposits in Mexican currency at attractive conditions

Autorizado por la H. Comisión Nacional Bancaria en oficio 601-II-11496 del 9 de abril de 1960"

Calle Paris 15 Mexico 4, D. F. Phone: 35-81-00 Cables: Fintercon

## "REFORMA"

### MORTGAGE CERTIFICATES

INVEST YOUR SAVINGS WITHOUT RISK OR BOTHER. NO TAXES TO PAY!

8% annual interest paid monthly.

YOU CAN GET YOUR CHECK AT HOME OR HAVE IT APPLIED ON YOUR BANK ACCOUNT. CALL ON US!

BANCO HIPOTECARIO REFORMA, S. A.  
A Mortgage Credit Institution

Paseo de la Reforma 480, Mexico, D. F. Telephones 25 56 25, 25 57 47  
(Advertisement authorized by the National Banking Commission Authorization 28937)

## SOCIEDAD FINANCIERA DE INDUSTRIA Y DESCUENTO, S. A.

Private Wire Correspondents of  
BACHE & CO., NEW YORK  
BROKERS AND CORRESPONDENTS  
SECURITIES  
COMMODITIES  
MUTUAL FUNDS  
Advisors on  
MEXICAN INVESTMENTS  
MADERO 47 18-14-67

## ASOCIACION HIPOTECARIA MEXICANA, S. A. de C. V.

Plaza de la Republica 16-A MEXICO, D.F.

WE SELL MORTGAGE CERTIFICATES WITH INTEREST OF 8% PAID MONTHLY  
AND GUARANTEED WITH URBAN REAL ESTATE THAT REPRESENTS AT  
LEAST TWICE THE AMOUNT OF THE MORTGAGE.

WE ADMINISTER THESE SECURITIES WITHOUT CHARGE

Advertisement authorized by the National Banking  
Commission, authorization No. 601-II-6069 dated February 26, 1960.

## CREDITO BURSATIL, S. A.

I. La Catolica 39

México, D. F. Tel. 18-13-60

## DEALERS IN MEXICAN & FOREIGN SECURITIES

Full information available for your investments

MEMBERS OF THE MEXICAN STOCK EXCHANGE

Private Wire Correspondent of  
MERRILL LYNCH, PIERCE, FENNER & SMITH, INC.

# TITULOS FINANCIEROS SERIE "N"

## Nacional Financiera Mexican peso bonds

Are paying 10% per annum, net

*The first quarterly payment was 2.5%*

Can be bought in denominations of 100,  
1,000, 10,000 and 100,000 pesos.

Principal payment due December 31, 1964.

Guaranteed by the resources and experience of  
Nacional Financiera, Mexico's official development bank.

On sale in banks all over Mexico and in

**TITULOS FINANCIEROS SERIE  NACIONAL FINANCIERA, S.A.**

VENUSTIANO CARRANZA NUM. 25

MEXICO 1, D. F.

(Authorized by the National Banking Commission, No. 601-II-7399)

# Are you dreaming of retiring

**YOUR SHANGRI-LA IS IN:**



## "PEDREGAL DE LAS FUENTES" in Cuernavaca



**THE RESORT OF KINGS AT AN EVERY DAY PRICE  
A LUXURIOUS COUNTRY CLUB DEVELOPMENT IN THE GLAMOROUS  
LAND OF FLOWERS**

**COME AND LOOK OR WRITE US**

### **Inmuebles Continental, S. A.**

**Paseo de la Reforma No. 107 México, D. F.**

**YOU DON'T HAVE TO BE A MEXICAN RESIDENT TO PURCHASE PROPERTY HERE. WE WILL HANDLE FREE OF CHARGE THE FILING OF THE NECESSARY APPLICATIONS THAT A FOREIGN CITIZEN HAS TO MAKE IN ORDER TO OWN PROPERTY IN MEXICO.**







ION-  
to GAVIN  
ACC.  
DREGAL  
LAS  
EUTEL  
SCORR  
LAWANCE  
UTLA